

To: Middle School Principals

From: Nutrition Services Director

Subject: Marketing an *Eat Smart Play Hard* Message to Middle School Students

Date: January, 2005

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Students spend a large portion of their time in school and the school environment is of particular importance in affecting health-related behaviors. Schools present many opportunities to engage in, and reinforce messages for, healthful eating and an active life style.

The Colorado School Nutrition Directors marketing committee worked with the CDE Nutrition and Prevention Initiatives Units to select a set of posters with messages promoting the *Eat Smart Play Hard* message to middle school students. Poster concepts were developed by Adams Five Star School district middle school students.

The goal of this promotion is to increase student awareness and selection of healthful foods and physical activity needed for a healthy life style. Studies have shown that most students do not consume enough vegetables, fruits, and grain products and students spend an enormous amount of inactivity time in front of the television and/or computer.

The overall health of our students is very important and there are consequences of poor diet and inactivity. Eating poorly and not getting enough exercise can result in imbalanced behavior, obesity, and an increase in diabetes, decreased physical and mental alertness, and lower student achievement.

Please support our efforts to improve the well being of students by:

- 1) Encouraging physical education teachers to reinforce poster messages utilizing the physical education lessons with a nutrition message available on the CD or posted at www.cde.state.co.us/index_nutrition.htm under Nutrition Education
- 2) Repeating messages posted in the cafeteria and physical education facilities throughout the school community (classrooms, student or parent newsletter, daily bulletins)
- 3) Implementing a staff wellness program available on the CD which models physical activity and eating behaviors conducive to a healthy life style

A copy of a staff nutrition and physical activity wellness program developed by a CSU dietetic intern for Thompson school district can be requested from the district nutrition services director.